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For further information about this booklet contact Charles Hobbs, editor, News Division, Office of Public Affairs, Room 406-A, U.S Department of Agriculture, Washington, D.C. 20250 or call (202) 720-4026.

Remarks-

Release No. 0861.93

RURAL DEVELOPMENT FORUM

Remarks Prepared for Delivery
by
Secretary of Agriculture Mike Espy
October 8, 1993

FORUM SERIES

Welcome to this USDA forum on rural development. This is the third national forum that the Department of Agriculture has held. Hunger and farm income and policy were the subjects of the first two, but there is a common theme to all three -- putting people first -- addressing the concerns of all Americans.

USDA

When people think of USDA, right off they think we serve the farmer and the farmer alone. But we also serve children and families in New York -- the corn farmer in Iowa -- the rural storekeeper in Alabama -- and the small town mayor in the Mississippi Delta.

I accepted President Clinton's offer of this Cabinet post for a lot of logical reasons. But there was a strong passionate reason as well. I have a fervent desire to make a real difference in people's lives -- and particularly a real difference in rural America.

RURAL AMERICA

In a country that can cater to the needs of astronauts in a space capsule millions of miles from earth, rural citizens often do not enjoy the same high quality of life as their urban counterparts. Many of urban America's everyday challenges are magnified in rural America by poverty, distance, and neglect.

If I can put it simply, for the last 12 years, the jelly's been on the top shelf, where only the tallest could reach. We are trying to put our jelly on every shelf where everybody can reach. Our goal is for all Americans to share in the resources that this nation has to offer.

PERSONAL COMMITMENT

For 6 years I represented the third poorest Congressional District in the nation. I witnessed firsthand, people struggling in their efforts to improve their communities. As a Congressman, I worked hard to help them. As Secretary, I am deeply and personally committed to continuing that work.

REORGANIZATION

So, in our recent reorganization of USDA, we stressed 3 missions in rural development:

1. To strengthen the rural infrastructure.

We still have old people who are miles from the nearest medical assistance; we still have children who go to bed hungry at night -- and wake up hungry in the morning; we still have entire families living in homes that have no safe, clean running water. In fact, I have made it a goal for my tenure as Secretary to make sure that every American family, rural and urban, has running water in their home by the year 2000.

2. To improve rural housing.

In rural America, we have citizens living in homes that are built of tarpaper and plywood. You'd think you were in Cuba or Nicaragua, rather than in one of the richest nations on the face of God's earth.

3. To promote and enhance rural business.

Production agriculture can no longer be the sole support of rural America. We need small businesses that are the lifeblood of a community -- and that means we need more cooperative research and development -- we need better telecommunications and better transportation -- which takes us full circle back to the rural infrastructure....

PROBLEMS AND RESOURCES

We have just seen a video that shows that all is not well in rural America. We have real problems. But it also shows us that we have real resources -- tremendous natural and human resources -- with which to combat those problems. All too often however, rural America has not had much in the way of resources -- or focus -- or assistance -- from the federal government.

This has changed. President Clinton is committed to using government as a resource to help people to improve their own lives. It is a resource directed by a President who grew up in a small town -- a President who knows rural America because he lived and worked there.

EXAMPLES OF CHANGE

We've already got some important things going:

A National Rural Development Corps is on the USDA drawing board as part of the President's national service initiative.

Empowerment Zones and Enterprise Communities are going to ring in a new era of opportunity, responsibility, and sense of community for all Americans. In these programs, the federal government will assist communities in the way the community decides. We're changing government programs to fit the community need -- not the usual roundabout method of forcing communities to fit their needs into rigid existing government programs.

THIS ADMINISTRATION'S COMMITMENT

This Administration is committed to a development program that will reach out to people in rural areas -- a development program that does not offer a handout, but a hand-up -- a hand of partnership extended to people to help them lift themselves.

The days of massive federal budgets for development initiatives are long gone. I see the federal government as part of a larger whole -- a drive shaft in the giant economic engine that includes the private and non-profit sectors;

the state and local governments; and the individual citizen, consumer, and employee.

YOU ARE THE EXPERTS

That is why we have called this forum -- to get all the parts of that engine working together. We are fortunate to have some of the nation's best experts on rural development with us here today.

Now -- just in case you're looking around the room to see who those experts are -- don't look at the academics or the government officials. Look at yourself and the others we have invited as panelists. You are the ones who have made rural development a reality. You are the successes of rural America.

Just as we have done in every forum, we have invited people from across the country to come and talk to us -- people who have real life experience with the issues -- people who go beyond talking theory and studies -- people who talk common sense about how to get a job done -- and done successfully. You -- and the people you work with -- are the very people that President Lincoln created this Department to serve.

TALK TO US!

I want to return USDA to that original purpose. We are not here to lecture to you. We're here to listen to you, to learn from you. We know that in rural communities we have people who are idea rich, but resource poor. That is where you come in. We want your ideas -- your suggestions -- your compliments perhaps -- and your criticism.

(My father used to say that criticism is not hard to take -- unless it's from a younger person, an older person, a relative, a close friend, a casual acquaintance, or a stranger.) Seriously -- today's forum is an incredible opportunity for us to come together to take an earnest look at how we define the problems of rural development -- what we have available as the range of solutions -- and how we get the two together....

CONCLUSION

Martin Luther King said that human progress is neither automatic nor inevitable. We have to work at it. We believe in using government as a tool for human progress -- using government as a force for good -- using government as a power for positive change.

I see a different tomorrow for rural America. I see a place where young people don't dream of leaving home once they complete high school ... a place where farmers can make a good living, with family-wages, from their land ... a place where small and medium-sized businesses flourish with access to capital and to necessary technology.

As I begin my tenth month as Secretary of Agriculture, I am more enthusiastic, more energetic, and more excited than ever about rural development -- and I believe deeply more than ever that together we can bring about a tremendous change in the future -- in the future of rural America -- and in the future of our entire nation.



News Releases-

Release No. 0844.93
Jim Brownlee (202)720-2091

RURAL DEVELOPMENT FORUM FOCUSES ON RURAL PEOPLE

WASHINGTON, October 4--Successful rural developers, organizers, advocates, and entrepreneurs will be the main participants in the rural development forum, "Rural America: Changes, Challenges and Opportunities," held here Oct 8.

The forum, which will be 8 a.m. til 5 p.m. at the Andrew W. Mellon Auditorium, on Constitution Avenue N.W. between 12th and 14th Streets, is aimed at developing an aggressive agenda to assist rural Americans to use their abilities to improve their quality of

"Americans living in rural areas of our nation are the ones who best understand the challenges facing rural communities," Agriculture Secretary Mike Espy said. "We want to draw on local expertise. We also want to identify rural assets--cultural and institutional resources--and employ them in innovative ways that will enable people to forge initiatives that will lead to a higher quality of life for rural Americans."

The forum will be a first step in establishing a dialogue between all rural interests, focusing on the wide array of resources found in rural communities and the challenges faced by these communities.

The forum will include two panels of participants. A morning panel will discuss putting rural resources to their highest and best use. An afternoon panel will focus on strategies and solutions for rural America, finding forward-looking approaches to improving rural lives in a variety of program areas: community, agricultural, industrial, and cultural.

"We hope this forum will generate good ideas that can be cited as examples of progress in rural America while, at the same time understanding that we have a huge task in front of us," said Bob Nash, under secretary of agriculture for Small Community and Rural Development and lead organizer of the forum. "This forum will lay the groundwork for USDA's rural strategy of which rural people will be the basis."

Some of the morning participants will be:

*Brian Crutchfield, Lenoir, N.C., is the manager of economic and community development for the Blue Ridge Electric Membership Corporation. He has promoted infrastructure improvements, and small business development.

*Joyce Dickens, Rocky Mount, N.C., is actively involved in the Edgecomb Community Development Corporation. A social worker, she has brought low-income housing and other quality of life concerns to the table.

*Honey Dowdy, Caldwell, Texas, executive director of Caldwell Chamber of Commerce, is known for her energy and innovation in bringing together available and under utilized resources.

*Juan Duran, Crystal City, Texas, is a migrant worker who is recognized for his work as a spokesman, organizer and advocate for migrant farm worker issues.

*Myron Edleman, Watertown, S.D., is a farmer/rancher, raising corn, soybeans, alfalfa and hay. He's active in the Farm Credit Bank and the Farm Credit Council and is hailed as a model rural leader.

*George Lisi, Hardwick, Vt., is active in a local organization called Bottom-Up Development Program and in the Hardwick Area Learning Committee, organizations aimed to better coordinate local resources.

*Olly Neal, Marianna, Ark., is the circuit judge of the First Arkansas Judicial District, and founding chief executive of Lee County Cooperative Clinic, which is a rural ambulatory care

*Christine Nota, North Fork, Calif., is a district ranger with the U.S. Forest Service, USDA. She helped to turn around the economic slide of a sawmill-dependent community of 3,000 in the Sierras.

*Florine Raitano, Dillon, Colo., is the executive director of the Colorado Rural Development Council and a former mayor of Dillon. She gained distinction as an expert on Colorado water quality and conservation issues.

*Clara Reed, Belzoni, Miss., noted as a visionary who recognized early on the need for home health care, established a dynamic home health delivery organization in Mississippi.

*Tom Rocchio, Edcouch, Texas, through his position as a community leader on the Texas/Mexican border, has used his energy to pave roads, rebuild sewer facilities and plan telecommunication networks for distance learning.

*Marie Watts, Hazelhurst, Miss., directs the Copiah Industrial Development Corporation, and is the force behind the community's efforts to develop strong leaders to meet the challenges of a competitive marketplace.

Some of the afternoon participants will be:

*Mary Brown, Palatka, Fla., is experienced with housing development, community block grant initiatives and business development. She has made tremendous strides in attracting international trade zones to her community.

*Paul Chance, Ponchatoula, La., has served as executive director of the Louisiana Furniture Industry Association. His commitment to innovation and development created a rural networking cooperative.

*J. Malloy Chandler, Greenville, Ala., manages the Pioneer Electric Cooperative and has been instrumental in bringing water systems to rural Alabama.

*Chris Claflin, Medford, Ore, has an extensive background in pooling natural resources for community development. His experience in retraining dislocated timber workers has provided job competitiveness for his community.

*Ginny Eager, Berea, Ky., is the executive director of Forward in the Fifth, a private nonprofit organization helping citizens in 39 eastern and southern Kentucky counties improve their local schools.

*Tom Fosse, Rothsay, Minn., initiated the idea of making education relevant by emphasizing the relationship of classroom studies to the real world. A national platform for school curriculum has resulted from his leadership.

*Louise Liston, Escalante, Utah, brings to the forum experiences using human and institutional resources. A retired school teacher, she's active as a leader in rebuilding the economic base of Escalante and Garfield County.

*Laurentino Lallo, N.M., brought economic development and cultural pride to the Zuni Indians by developing a program which trained local native Zuni Indians to make furniture with the native artistic designs.

*Carolyn Mckecucen, Camden, N.C., is manager of Watermark Association of Artisans, a craft cooperative. She's noted for her work with unskilled, battered

women and has trained this workforce to manufacture wooden crafts which are now sold throughout the world.

*John Riemke, Kendallville, Ind., and the mayor there for 20 years, is a veteran of economic development in Northeast Indiana. He is in the process of building alliances with neighboring communities.

*Lee Reeve, Garden City, Kan., runs an integrated family farming operation. Innovative in its value-added processing, the farm includes a cattle feedlot, crop farming, small-scale ethanol production and aquaculture production for fresh markets.

*Beverly White, Little Rock, Ark., serves as superintendent of Lee County School District in Marianna, Arkansas. Her leadership has strengthened the infrastructure of the economically impoverished Lower Mississippi Delta school system.

*Lynn Youngbar, Redmond, Ore., has been instrumental in the revitalization of communities through capacity building. She helps people help themselves as executive director of Rural Development Initiatives, Inc.

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Release No. 0846.93
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USDA EXTENDS PERIOD FOR HAYING OF CRP ACRES IN CERTAIN STATES

WASHINGTON, Oct. 4 -- Secretary of Agriculture Mike Espy today announced the extension of the deadline for harvesting hay from Conservation Reserve Program acreage to a date to be established by the County Agriculture Stabilization and Conservation Committee but not later than November 1. Wet weather conditions prevented some producers from meeting the original deadline of September 30.

Espy said the extension is in effect in the midwestern states in which the State Agricultural Stabilization and Conservation Committee finds wet weather conditions warrant extensions, and is extended until November 1 unless the process can be done sooner.

State Agricultural Stabilization and Conservation Committees will designate, on a county-by-county basis, counties where producers were unable to complete haying by the September 30 deadline. Producers must make an extension request at their local ASCS office prior to haying.

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Release No. 0848.93
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WYOMING WHIPS PSEUDORABIES; NORTH DAKOTA UPGRADES STATUS

WASHINGTON, Oct. 5 -- Wyoming is now the sixth state to eradicate the livestock disease pseudorabies, a U.S. Department of Agriculture official said today.

"Eradicating pseudorabies is a result of the cooperation between swine producers and animal health officials in Wyoming," said Billy G. Johnson, deputy

administrator of veterinary services in USDA's Animal and Plant Health Inspection Service.

Wyoming joins New York, Connecticut, Alaska, Maine and Utah in achieving Stage V or "Free" status in the five-stage state-federal-industry cooperative pseudorabies eradication program. Additionally, APHIS accepted the recommendation of the National Pseudorabies Control Board to advance the state of North Dakota to Stage IV.

Johnson said states participating in the eradication program advance from Stage I to Stage V. Stage I is preparation. Stage II is control. Stage III is mandatory clean-up of all pseudorabies-infected herds. Stage IV is surveillance to make sure no infection remains. Stage V, pseudorabies-free status, is achieved if a state in Stage IV goes for one year without finding an infected swine herd.

Pseudorabies is a viral disease most prevalent in swine, often causing newborn piglets to die. Older pigs can survive infection and be carriers of the pseudorabies virus for life. Other animals, such as cattle, sheep, dogs and cats, can become infected. In species other than swine, pseudorabies can cause sudden death. The virus does not cause illness in humans.

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NOTE TO EDITORS: The status of the various states in the pseudorabies eradication program is as follows:

Stage 1:	Florida, Iowa, Maryland, New Jersey, Rhode Island, Vermont, Puerto Rico and the Virgin Islands.
Stage 2:	California, Illinois, Kansas, Massachusetts, Missouri, Nebraska, Pennsylvania and South Dakota.
Stage 2/3:	Michigan, Indiana, Minnesota and North Carolina.
Stage 3:	Alabama, Colorado, Delaware, Georgia, Kentucky, Louisiana, Tennessee, Nevada, New Hampshire, Ohio, Arkansas, Oklahoma, South Carolina, Texas, Virginia, West Virginia and Wisconsin.
Stage 4:	Arizona, North Dakota, Hawaii, Mississippi, Montana, Idaho, New Mexico, Washington, and Oregon.
Stage 5:	Wyoming, Alaska, Connecticut, Maine, New York and Utah.

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Release No. 0849.93
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USDA REPORTS ANTHRAX OUTBREAKS IN SOUTHEASTERN NORTH DAKOTA LIVESTOCK

WASHINGTON, Oct. 5 -- Seven cases of anthrax have been confirmed in livestock in the Cheyenne River Valley in North Dakota since late August, a USDA official reported today.

"The relatively narrow geographic range of the North Dakota outbreaks indicate that recent floods may have contributed to the spread of this bacterial

disease in livestock," said Billy G. Johnson, deputy administrator of veterinary services in USDA's Animal and Plant Health Inspection Service. Johnson said federal, state and private veterinarians in North Dakota have been alerted about this outbreak and are monitoring livestock populations in surrounding areas to prevent any possible spread of disease. Livestock producers with animals affected by anthrax are vaccinating the remainder of their herds to help contain the outbreaks. No human cases have been reported.

Outbreaks of this disease have occurred sporadically in past years in North and South Dakota, Nebraska, Arkansas, Mississippi, Louisiana, Texas and California. In August, South Dakota officials reported four cases of anthrax in cattle throughout the state. Outbreaks of anthrax occur more commonly after an area undergoes severe climatic or ecologic changes, such as flooding or drought.

"Midwestern areas affected by the floods over the past three months should take precautionary measures to prevent possible occurrences of anthrax," Johnson said.

Anthrax is caused by the bacteria *Bacillus anthracis*, which can cause disease in most warmblooded animals and also humans. Once the bacteria are discharged from the body of an infected animal and are exposed to the air, they form spores. These highly protective capsules are resistant to heat, cold and chemical disinfectants. Anthrax spores can lie dormant in soil for decades, becoming infectious again with changes in their environment. Animals contract the disease by grazing in pastures contaminated by anthrax spores. It does not spread by contact between animals. It can strike suddenly and kill quickly, sometimes without any previous evidence of illness. Humans usually get anthrax by skinning, butchering or making postmortem examinations of infected carcasses, or by handling contaminated hides, wool, hair or animal byproducts. The disease affects the skin, causing inflammation, sores and carbuncles that can be treated with antibiotics. However, anthrax can be fatal if the spores are inhaled when handling contaminated wool, hair or hides, or if consumed in undercooked meat.

Officials from the North Dakota State Health Department, the North Dakota Livestock Sanitary Board, the Centers for Disease Control and APHIS have discussed methods of controlling this situation. The National Institute of Occupational Safety and Health also will evaluate risk factors contributing to the spread of the disease in cattle and conduct environmental sampling to prevent human cases of anthrax.

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Release No. 0851.93

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USDA AMENDING WITCHWEED QUARANTINE

WASHINGTON, Oct. 5 -- The U.S. Department of Agriculture is changing its list of areas affected by witchweed to better prevent the spread of this dangerous weed. The changes affect seven counties in North Carolina and two in South Carolina.

"These changes are necessary in order to impose certain restrictions on the interstate movement of regulated articles to prevent the spread of witchweed and to remove unneeded restrictions," said B. Glen Lee, deputy administrator of plant

protection and quarantine in the USDA's Animal and Plant Health Inspection Service.

Regulated areas for witchweed are designated as suppressive areas or generally infested areas. Restrictions are imposed on the interstate movement of regulated articles from these areas. Eradication activities occur only in suppressive areas. There are no generally infested areas in the current quarantine.

Witchweed is a parasitic plant that feeds off the roots of its host, causing degeneration. The weed attacks corn, sorghum, and other grassy crops. It is found in the United States only in parts of North Carolina and South Carolina. A precise listing of the areas now under quarantine will be published with the decision as an interim rule in the Oct. 6 Federal Register. Comments will be accepted on or before Dec. 6.

Send an original and three copies of comments to Chief, Regulatory Analysis and Development, PPD, APHIS, USDA, Room 804 Federal Building, 6505 Belcrest Road, Hyattsville, Md. 20782. All comments should refer to docket number 93-075-1.

Comments received may be reviewed at USDA, Room 1141 South Building, 14th Street and Independence Avenue S.W., Washington D.C., between 8 a.m. and 4:30 p.m., Monday through Friday, except holidays.



Release No. 0855.93
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ESPY LAUNCHES RADIO CAMPAIGN FOR MEAT AND POULTRY SAFE HANDLING LABELS

WASHINGTON, Oct. 6 -- Secretary of Agriculture Mike Espy said USDA will soon distribute a series of radio public service announcements on new meat and poultry labels, including one featuring a Washington State couple whose child died due to the E.coli pathogen.

"We want to reach as many consumers as possible through our public awareness campaign to emphasize the importance of paying attention to the new labels and the need to properly cook and handle meat and poultry products," said Espy.

The public service announcements, which will be mailed to 5,500 radio stations around the country, will help inform consumers about care and handling labels that will soon begin appearing on raw meat and poultry products. The labels, which were announced in August, are part of the Department of Agriculture's multi-pronged approach to improving the safety of meat and poultry products.

Espy emphasized that the labels and advertising campaign do not mean that USDA is backing away from its responsibilities of ensuring a safe supply of meat and poultry products. He said that USDA is working to create a science-based inspection system, but until that is accomplished, "We need to keep consumers informed about proper care and handling."

Darin and Vicki Detwiler of Bellingham, Wash., whose son died in January due to E.coli, will be featured in one of the radio spots. In that spot Vicki Detwiler says, "We went through the most tortuous experience any parents could."

Espy is featured in another announcement. Espy says, "We know that proper handling of meat and poultry is important. It's important because some animal products may contain bacteria that can cause an illness."

In addition to the radio public service announcements, some of the other methods that are being used to inform consumers about labels and safe handling procedures, will include: a printed announcement will be distributed to newspapers; educational packets are being mailed to restaurants, public health departments and school nurses; a video news release will be aired on satellite for rebroadcast by stations throughout the nation; and Food Safety and Inspection Service officials will include education about the labels in speeches.

Mandating care and handling labels on meat and poultry was one of several changes to the inspection system that Espy has initiated since taking office in January. Some of the other changes have included accelerating the pathogen reduction strategy that will change inspections into a science-based system, ordering regular surprise inspections at slaughterhouses, and hiring approximately 200 new inspectors.

SCRIPT FOR DARIN AND VICKI DETWILER

ANNOUNCER:

January, 1993. A food poisoning outbreak in the Northwest takes the lives of several small children.

Vicki Detwiler (from 8/11/93 news conference at USDA): We went through the most torturous experience any parents could.

Darin Detwiler (from 8/11/93 news conference at USDA): There is a great lack of knowledge nationally about issues of food safety and E-Coli.

ANNOUNCER:

Darin and Vicki Detwiler lost their child to a deadly strain of E-Coli bacteria. E-Coli can be found in undercooked meat. But proper handling and thorough cooking of meat and poultry can keep your family safe. The U.S. Department of Agriculture now requires safe handling labels on all uncooked meat and poultry products. These labels will tell you how to safely handle, prepare and store meats, and reduce your risk of food poisoning. Read the new safe handling labels on all raw meat and poultry...

Vicki Detwiler:

Because the torture of losing your child is enough, the torture of seeing it continue with nothing being done about it is worse.

ANNOUNCER:

A public service of the United States Department of Agriculture.

SCRIPT FOR SECRETARY OF AGRICULTURE MIKE ESPY

Mike Espy:

In America, we have the safest food supply in the world. But we never stop learning how to make it safer. I'm Mike Espy -- Secretary of Agriculture. Today, we know we must improve our meat inspection system -- and we know we must keep -- you -- the consumer informed. That is why we want to send you an important message about proper handling of meat and poultry. It's important because some animal products may contain bacteria that could cause an illness. That's why the USDA is beginning to require safe handling labels on raw meat and poultry products. The labels will tell us how to safely store meat and poultry. They will tell us to thaw meats in the refrigerator or microwave. They will tell us to keep raw meats away from other foods -- and to wash all working surfaces and hands after touching raw meat or poultry. They also will tell us to cook meats

thoroughly. Look for these labels. Read them. Follow the instructions. And keep your food and your family safe.



Release No. 0856.93
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USDA SECRETARY MIKE ESPY TAKES AGRICULTURAL ISSUES TO PACIFIC RIM; HISTORIC VISIT TO CHINA

WASHINGTON, Oct. 6 -- Agriculture Secretary Mike Espy will be the first Clinton Administration cabinet member to visit the People's Republic of China during his two-week Far East swing, October 9-22.

The Secretary will begin his trip in Tokyo, Japan with a series of high-level meetings with Japanese government officials and business leaders. While in Japan, he will visit a local farm and supermarket.

The second stop on Espy's itinerary is Hong Kong. This portion of his trip will include a visit to the Shenzhen region of China, a model region for economic development in China. The Secretary will meet with provincial and municipal officials, and meet with importers of U.S. products.

Meetings over the weekend in Beijing will include briefings with USDA staff and U.S. cooperators. The official round of meetings will start Monday morning, Oct. 17, when Secretary Espy meets with his Chinese counterpart, the Minister of Agriculture. The Secretary is expected to meet other high-level members of the Chinese government during his visit.

While in Beijing, the Secretary will open the Joint Working Group Meeting for the U.S. China Science and Technical Exchange Agreement. USDA is now participating in twenty scientific exchanges with the P.R.C. Scientist, and specialists from USDA have been involved in cooperative research exchanges since the late 1970s.

The Secretary will conclude his visit to China with series of meetings in Shanghai and a tour of port facilities.

Schedule information for the trip follows. It is not for broadcast or print use, but for media planning purposes only. The schedule is tentative and subject to change.

SATURDAY, OCTOBER 9

Depart to Tokyo, Japan

SUNDAY, OCTOBER 10

Afternoon

Arrive Tokyo, Japan

MONDAY, OCTOBER 11

8 a.m.

Breakfast with Ambassador Mondale. (Closed Press)

10:40 a.m.-1 p.m.

Travel to Tochigi Prefecture (Utsunomiya).
Lunch hosted by Minister of Agriculture, Forestry and Fish. (Photo Opportunity Only)

1 p.m.-3 p.m.

Farm tour. (Photo only)

5:30 p.m.-6:15 p.m.

Return to Tokyo for meeting with Japanese Minister of Agriculture, Forestry and Fisheries

6:30 p.m.-8 p.m.	(MAFF) Hata. (Closed Press) Dinner hosted by Minister of Agriculture Hata for the Secretary and his party. (Closed Press)
TUESDAY, OCTOBER 12	
9:30 a.m.-9:45 a.m.	Meet U.S. market development cooperator groups. (Closed Press)
10 a.m.-10:45 a.m.	Meetings with Japanese officials. (Closed Press)
2 p.m.-2:30 p.m.	Meeting with Kato Koichi, Senior LDP ag policy Diet Member. (Closed Press)
3:30 p.m.-5 p.m.	Visit supermarket. (Photo Opportunity Only)
WEDNESDAY, OCTOBER 13	
7 a.m.	Depart Tokyo for Hong Kong
3 p.m.	Meet with Consel General. (Closed Press)
3:30 p.m.	Meet ATO staff to discuss agricultural trade issues. (Closed Press)
THURSDAY, OCTOBER 14	
Breakfast	Roundtable with American Chamber of Commerce. (Open Press)
11:30 a.m.	Meeting with the Governor of Hong Kong, Chris Patten. (Closed Press)
2 p.m.	Tour of traditional Hong Kong market featuring fresh produce and meat import. (Closed Press)
8 p.m.	American dinner at Landau's -- site of month-long promotion featuring U.S. foods. (Photo Opportunity)
FRIDAY, OCTOBER 15	
8 a.m.	Depart Hong Kong for Shenzhen by bus
11 a.m.	Meeting and lunch with provincial and municipal officials followed by lunch. (Closed Press)
3:15 p.m.	Food Sector tour. Possible visits to supermarket, open air fruit stands. (Photo Opportunity)
SATURDAY, OCTOBER 16	
7:55 a.m.	Depart Hong Kong for Beijing, P.R.C. Briefings with staff. (Closed Press)
SUNDAY, OCTOBER 17	
Evening	Welcome dinner with Ambassador Roy. (Closed Press)
MONDAY, OCTOBER 18	
10 a.m.	Meeting with the Minister of Agriculture. (Closed Press)
2:30 p.m.	Meeting with Minister of International Trade. (Closed Press)
6 p.m.	Banquet hosted by the Minister of Agriculture. (Closed Press)
TUESDAY, OCTOBER 19	
10:30 a.m.	Opening of Joint Working Group Meeting for the U.S. - China Science and Technical Exchange Agreement. (Open Press)
12:30 p.m.	Lunch with CEROILS (China's grain import group). (Closed Press)
3 p.m.	Meeting with Minister of Foreign Trade and

Economic Cooperation. (Closed Press)

WEDNESDAY, OCTOBER 20

9 a.m. Meeting with Chinese leadership

Noon Lunch with Chinatex (China's cotton import and export group). (Closed Press)

2 p.m. Press Availability at USIS

7 p.m. Arrive Shanghai

THURSDAY, OCTOBER 21

10:30 a.m. Meeting with Director of Shanghai Commission for Foreign Trade and Economic Cooperation. (Closed Press)

Noon Lunch hosted by Consul General. (Photo Opportunity)

5:30 p.m. Meeting and dinner with the Mayor of Shanghai. (Photo Opportunity)

FRIDAY, OCTOBER 22

Return to the U.S.

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Release No. 0859.93
 Laarni Dacquel (202) 219-0536
 Ben Blankenship (202) 219-0504

U.S. FARM POPULATION TOTALED 4.6 MILLION IN 1991

WASHINGTON, Oct. 8--An estimated 4,632,000 people, or 1.9 percent of the total U.S. population, lived on farms in 1991. That's essentially unchanged from 1990, but by comparison, 20 percent of Americans lived on farms in 1945.

The new count, based on the Census Bureau's current population survey, and other information on the U.S. farm and rural population is published in "Residents of Farms and Rural Areas: 1991" report released today by the U.S. Commerce Department's Bureau of the Census and the U.S. Department of Agriculture's Economic Research Service.

The farm population consists of people living on farms in rural areas. It does not include the relatively few farms in urban areas. Farms are defined as places that sold or could have sold \$1,000 or more in agricultural products during the preceding year. The farm population definition is based on residence only. Survey data are subject to sampling variability and other sources of error.

Defining the farm population by residence alone no longer adequately measures the number of people involved in farming, government officials said, since people engaged in farming are now more likely than in the past to live off the farm. For example, only 68.5 percent of U.S. farm managers and operators actually lived on a farm in 1991. Given this tendency, as well as budget considerations, this year's report will be the last report on the farm population based on residence only, officials said.

USDA will replace this final report with a biennial "farm entrepreneurial population" report, which will focus on households that have at least one family member who received farm income or was employed as a farm operator or manager. The most recent USDA report in this series, "The Farm Entrepreneurial Population, 1988-90," RDRR No. 84, February 1993, counted slightly more than 5.7 million Americans in the farm entrepreneurial population in 1990.

More information on the number, distribution, social, economic and educational characteristics of rural and rural farm residents is available in "Residents of Farms and Rural Areas: 1991," Census Bureau report series P-20, No. 472, released today. Copies are available through the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

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Note: For more information about the report, contact: Laarni Dacquel, Economic Research Service, USDA (202/219-0536) or Donald Dahmann, Population Division, Bureau of the Census, Commerce Department (301/763-5592).

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Release No. 0860.93
Steve Kinsella (202) 720-4623

USDA ISSUES FINAL RULE ON SAFE HANDLING LABELS FOR MEAT AND POULTRY PRODUCTS

WASHINGTON, Oct. 8 -- The U.S. Department of Agriculture has issued the final rule requiring safe handling labels on meat and poultry products beginning Oct. 15.

"This is a long overdue action by the Department of Agriculture to provide consumers with information that will help them and their families stay safe," said Secretary of Agriculture Mike Espy. "However, I want to make it clear that this consumer information does not get the USDA off-the-hook when it comes to moving our inspection system to one that is science-based."

Recent illnesses and deaths from E. Coli have occurred across the nation as the result of people eating hamburgers that were contaminated with pathogens and then undercooked. In one outbreak, involving a hamburger chain in the Pacific Northwest, a number of people died as a result of E. Coli contamination.

Under the rule, which was approved this week by the Office of Management and Budget and will be published in the Federal Register on Tuesday, beginning on Oct. 15 all ground or chopped meat and ground or chopped poultry products must have a label advising consumers as to how to avoid food borne illnesses through proper handling and cooking procedures. Also on Oct. 15, all other raw meat and poultry products must have a safe-handling label or sticker or will be accompanied by a leaflet that contains the information on the safe handling label. On or before April 15, all meat and poultry products will be required to carry the USDA safe handling label either in sticker form or printed as part of the packaging.

The use of a leaflet or a sticker for products other than ground meat and poultry, will allow the packaging industry time to meet the demand caused by the universal labeling requirement.

Espy said that it is important that USDA be allowed to move forward as quickly as possible to implement the safe-handling label rule. He said that a recent legal action filed by a group of grocers and retailers will help no one. "People are dying in what, in many cases, can be prevented with proper information," he said.

Espy has been outspoken in his efforts to reform the current USDA meat inspection system and has made several changes including hiring about 160 additional inspectors, accelerating a pathogen reduction strategy that will

revolutionize current inspection procedures and create a system based on science, mandating surprise inspections in slaughterhouses and the reorganization of Food Safety and Inspection Service officials. He has also directed FSIS to hire a public health professional in the upper ranks of the agency to bring an emphasis on consumer health into the inspection system.

A series of radio public service announcements informing consumers of the new safe-handling label as well as the need to properly handle and cook raw meat and poultry will be mailed to 5,500 radio stations nationwide this fall. One of the public service announcements features a Washington State couple whose child died due to the E. Coli pathogen.

In addition to the radio public service announcements, Espy said USDA will take other steps to inform consumers about the labels and safe handling procedures, including: a printed announcement for newspapers; educational packets for restaurants, public health departments and school nurses; a video news release which will be aired via satellite for rebroadcast by stations throughout the nation; and speeches by Food Safety and Inspection Service officials concerning the new label.



Release No. 0862.93
Alicia L. Ford (202) 720-8998
Jerry Redding (202) 720-3310

USDA SEEKS PROPOSALS ON ESTABLISHING A RED TART CHERRY MARKETING ORDER

WASHINGTON, Oct. 8 -- The U.S. Department of Agriculture is seeking additional proposals for a marketing order on red tart cherries.

An initial proposal was submitted by the Cherry Marketing Institute, a major industry organization, on behalf of interested cherry growers and processors. The group said that climatic factors cause the red tart cherry industry to suffer from severe swings in annual supplies. A central section of the CMI's proposal is volume control -- a combination of processor owned reserve pools and on-tree or at -- plant diversion (discarding) of cherries in years of excess production.

The proposal is designed to be national in scope, covering all commercially significant cherry producing states. However, it would apply volume regulation only in the three leading production states - i.e. Michigan, Utah and New York. Volume regulation would not apply in states with less than 15 million pounds of annual production - i.e. Oregon, Pennsylvania, Washington and Wisconsin - until production in that state exceeds 150 percent of its output in a prior period.

In addition, the proposal authorizes grade, size, quality, maturity, pack and container regulations, including mandatory inspection. Also proposed is authority to conduct production, processing and marketing research and promotion projects.

After evaluation of all proposals USDA will consider scheduling public hearings in production areas to gather evidence on how a proposed order could carry out the program objectives of the Agricultural Marketing Agreement Act, the legislation authorizing marketing orders.

Kenneth C. Clayton, acting administrator of USDA's Agricultural Marketing Service, said if evidence obtained through the hearing process favors issuance

of a proposed order, it would be presented to all affected red tart cherry producers and processors in a referendum.

Written additional or alternative proposals should be submitted by Nov. 8 to the Docket Clerk, Marketing Order Administration Branch, Fruit and Vegetable Division, AMS, USDA, P.O. Box 96456, Rm. 2522-S, Washington, D.C. 20090-5698.

For more information about the proposed order, contact Anne Dec at the above address, (202) 720-9921, or Robert Curry, Northwest Marketing Field Office, 1220 S.W. Third Ave., Rm. 369, Portland, Ore. 97204, (503) 326-2724.



Release No. 0864.93
Billy Cox (202) 720-3329
Wayne Baggett (202) 720-2065

USDA MAKES MALAYSIA AND SINGAPORE ELIGIBLE FOR BARLEY MALT UNDER EEP

WASHINGTON, Oct. 8--U.S. Department of Agriculture's Under Secretary for International Affairs and Commodity Programs, Eugene Moos, today announced that Malaysia and Singapore are eligible for 5,000 metric tons each of barley malt under the U.S. Department of Agriculture's Export Enhancement Program.

Sales of barley malt will be made through normal commercial channels at competitive world prices. The export sales will be facilitated with cash bonus payments. The subsidy will enable U.S. exporters to compete at commercial prices in these markets.

These barley malt allocations will be valid until June 30, as provided in the invitation for offers. Details of the program will be issued in the near future.

For more information, call Janet M. Kavan, (202) 720-5540, or L.T. McElvain, (202) 720-6211.



Program Announcements-

Releases No. 0850.93
Gene Rosera (202) 720-6734
Charles Hobbs (202) 720-4026

USDA ANNOUNCES PREVAILING WORLD MARKET RICE PRICES, MARKETING CERTIFICATE RATES

WASHINGTON, Oct. 5--Under Secretary of Agriculture Eugene Moos today announced the prevailing world market prices of milled rice, loan rate basis, as follows:

--long grain whole kernels:	7.43 cents per pound
--medium grain whole kernels:	6.76 cents per pound
--short grain whole kernels:	6.68 cents per pound
--broken kernels:	3.72 cents per pound

Based upon these milled rice world market prices, loan deficiency payment (LDP) rates, gains from repaying price support loans at the world market price, and marketing certificate rates are:

	Loan Gain and LDP Rate	Marketing Certificate Rate
\$/Cwt.....	
--for long grain:	\$2.03	\$0.03
--for medium grain:	\$1.84	\$0.03
--for short grain:	\$1.84	\$0.00

These announced prices and rates are effective today at 3 p.m. EDT. The next scheduled price announcement will be made Oct. 12 at 3 p.m. EDT.

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Release No. 0852.93
Robert Feist (202) 720-6789
Wayne Baggett (202) 720-2065

USDA REQUESTS COMMENTS ON 1994 EXTRA LONG STAPLE COTTON PROGRAM

WASHINGTON, Oct. 6 -- The U.S. Department of Agriculture's Commodity Credit Corporation today requested comments on the 1994 Extra Long Staple Cotton Acreage Reduction Program (ARP).

Randy Weber, acting CCC executive vice president, said comments are requested on whether the ELS cotton ARP percentage for 1994 should be 15, 20, 25 or 30 percent, or some other percentage. The following table shows the estimated impacts of the four listed alternatives:

Item	Option 1	Option 2	Option 3	Option 4
ARP (%)	15	20	25	30
Participation (%)	54	52	50	45
Planted Acres (1000)	205	200	195	193
Production (1000 bales)	400	392	384	382
Domestic Use (1000 bales)	65	65	65	65
Exports (1000 bales)	365	360	355	355
Ending Stocks (1000 bales)	140	137	134	132
Deficiency Payments (\$1000)	9,710	8,243	6,936	5,827

Comments should be submitted by November 16 to: Director, Fibers and Rice Analysis Division, USDA/ASCS, Room 3754-S, P.O. Box 2415, Washington, DC 20013-2415. All comments will be available for public inspection in Room 3758-S of USDA's South Building during regular business hours.

A regulatory impact analysis on the 1994 ELS cotton program may be obtained from the Fibers and Rice Analysis Division, address as above; (202) 720-9222. Further details appear in the October 13 Federal Register.

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Release No. 853.93
 Bruce Merkle (202) 720-8206
 Wayne Baggett (202) 720-2065

USDA REQUESTS COMMENTS ON 1994 UPLAND COTTON PROGRAM

WASHINGTON, Oct. 6 -- The U.S. Department of Agriculture's Commodity Credit Corporation is issuing a proposed regulation requesting comments on the 1994 upland cotton Acreage Reduction Program (ARP).

Randy Weber, acting CCC executive vice president, said comments are requested on whether the upland cotton ARP percentage for 1994 should be 17.5, 20, 22.5 or 25 percent. Based on the August report of 1993-crop cotton production, the following table shows the estimated impacts of 4 options.

Item	Option 1	Option 2	Option 3	Option 4
ARP (%)	17.5	20	22.5	25
Participation (%)	86	85	84	83
Planted acres (million)	12.20	11.90	11.60	11.30
Production (mil. bales)	15.90	15.55	15.20	14.85
Domestic Use (mil. bales)	10.40	10.40	10.40	10.40
Exports (million bales)	6.40	6.30	6.20	6.10
Ending Stocks (mil. bales)	5.60	5.35	5.10	4.85
Carryover/Disappearance (%)	33.3	32.0	30.7	29.4
Def. Payments (\$ million)	951	896	839	783

Comments must be submitted by Oct. 20 to: Deputy Administrator, Policy Analysis, USDA/ASCS, P.O. Box 2415, Washington, DC 20013. All comments will be available for public inspection in Room 3756-S of USDA's South Building during regular business hours.

A regulatory impact analysis of the 1994 upland cotton program may be obtained from the Fibers and Rice Analysis Division, USDA/ASCS, Room 3754-S, P.O. Box 2415, Washington, D.C. 20013-2415; (202) 720-6734. Further details appear in the Federal Register.



Release No. 0854.93
 Bruce Merkle (202) 720-8206
 Wayne Baggett (202) 720-2065

USDA SEEKS COMMENTS ON 1993 COTTON PRICE SUPPORT PROGRAM

WASHINGTON, Oct. 6 -- The U.S. Department of Agriculture is seeking comments on an interim rule which proposes changes in the price support program for upland and ELS cotton, according to Randy Weber, acting executive vice president of USDA's Commodity Credit Corporation.

Provisions on which comments are requested are:

- Updating current bale packaging requirements;
- Increasing the uniformity between CCC price support programs by providing administrative actions to be taken against producers who violate terms and conditions of loan and loan deficiency payment agreements;
- Allowing cotton clerks to prepare loan deficiency payment documents for producers in addition to the loan documents that they are currently authorized to prepare;

- Incorporating the new system of classification of upland cotton;
- Removing the requirement that cotton must be classed within 15 days from the date the warehouse receipt was issued in order to be eligible for price support;
- Clarifying the manner by which CCC will determine the value of loan collateral delivered to or acquired by CCC that is not eligible to be forfeited to CCC in settlement of the loan.

The interim rule was published in the Oct. 6 Federal Register. Comments must be received by Nov. 6 and should be sent to: Director, Cotton, Grains and Rice Price Support Division, USDA/ASCS, P.O. Box 2415, Washington, D.C. 20013. Comments will be available for public inspection during normal business hours in Room 3623-S of USDA's South Building.

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